

2017 - 2018
**ANNUAL GENERAL
REPORT**

Artwork by
Art Expressions
Program Participant

Mission

To advocate for and with people with dementia and their care partners and provide access to a diverse range of appropriate resources and supports.

Vision

A community where individuals with dementia and their care partners are fully supported to maximize their quality of life and well-being.

1,931 - New referrals

5,592 - Volunteer hours

8,187 - Participants in a community based education program

2,923 - Front line dementia care staff trained

\$469,056 - Raised through events & donations

“Coming to the Alzheimer Society of Niagara Region is the high point of my week. I am greeted by friendly people, and I meet with others who are living with dementia and we work on our challenges together.”

- Wellness Program Participant



Message From the President & CEO

The most powerful voice to help raise awareness and end stigma is the voice of someone with lived experience.

“I live with dementia. Let me help you understand”.

The 2018 Awareness Campaign in January shared many personal stories that sparked conversations and still continues to encourage Canadians to see dementia differently.

As you will read, this report is about people, passion and commitment, whether empowering persons living with dementia and their families or building the capacity of thousands of informal and formal caregivers or collaborating with community partners and stakeholders. Our achievements pay tribute to those we serve and we hope you will be inspired for all that we must do to succeed in the future.

Our organization continues to be innovative and strategic in our service approach in order to meet the increase in demand, despite the lack of any increase to our base government funding. We continue to increase educational opportunities and expand our programs and services within Niagara. We continue to build on the success of our Brain Wave Cafés that provide a safe and supportive environment for people living with dementia and their care partners to socialize and gain information on brain health and community resources. This year, we expanded into Ridgeway to provide a café for those living in south Niagara.

We are especially proud to be one of nine Alzheimer Societies across the province that received funding from the Ontario Dementia Strategy for a First Link Care Navigator position. This new role will ensure that persons living with dementia and their care partners are connected to the support, services, and resources that they need, as soon as possible after diagnosis.

In the spring of 2017, we engaged an external consultant to facilitate the development of the organization’s 2018-2021 Strategic Plan. The decision was made to develop a joint plan for both the Alzheimer Society and the Alzheimer Foundation. Four strategic directions were established after various focus groups, surveys and phone interviews were conducted with stakeholders of all levels. We are committed to enhancing our collaborative approaches in order to achieve better outcomes through those directives which include: *Deepen our impact in the community; Strengthen our role as a community leader and influencer; Increase Alzheimer awareness and education and Foster organizational effectiveness, excellence, and sustainability.* The scope of change that is required will involve careful planning and new partnerships.

Our Niagara Society is one of thirty Societies that are bound by a provincial Federation Agreement. Over this past year, the federated parties worked collectively on standardized Quality Standards, Core Service Standards, Federation Agreement Standards and a provincial Strategic Plan to ensure equity and a standard of service delivery for all persons living with dementia, no matter where they live in the province. As part of the Federation, all Societies must be accredited by 2022.

It is a genuine privilege to work with dedicated and enthusiastic people. We owe each volunteer, donor, advocate, community partner, Board Member and staff a debt of gratitude for their continued commitment to our vision and mission. Our heartfelt thanks also go to the thousands of courageous caregivers supporting people living with dementia.

Innovation, vision and collaboration are the key to growth and success. Henry Ford once stated: Coming together is a beginning, staying together is progress, and working together is success.

People living with dementia rely on having access to information and support services in order to maximize their quality of life and well-being. We remain more hopeful than ever that we will, together, fulfill our vision of a world without Alzheimer’s disease.

***Darrell Neufeld, President
Teena Kindt, CEO***



Our Accomplishments

- **Psychogeriatric Resource Consultants** provided 301 education sessions to 2,923 Long Term Care and community based professionals. In addition 1,320 individual consultations were provided to support residents in Long Term Care homes. This year, the PRCs have also upgraded skills in order to be able to provide Mental Health First Aid for Seniors education sessions, as well as Positive Approach to Care™ training and skills workshops.
- **First Link®** is a referral program that connects individuals diagnosed with dementia and their care partners to a range of services offered by the Alzheimer Society of Niagara Region (ASNR), as well as to appropriate community supports.

The First Link® department had 1931 referrals this year. We continue to work on strengthening our partnerships with our community partners, receiving 257 referrals from other community agencies, 107 referrals from primary care physicians and 297 from the LHIN.

The First Link Coordinator contacted 29 primary care physicians in Niagara Falls to provide information about ASNR services and programs.

- **The First Link Care Navigator (FLCN)** position started in December 2017 after receiving funding from the Ontario Dementia Strategy. The FLCN is available to help clients and care partners navigate services after a diagnosis by identifying needs, self-management goals, and assisting with care planning linkages across the continuum of care. From December 2017 to March 2018:
 - 119 new individuals were served
 - 294 program referrals made by the FLCN to appropriate resources within ASNR, community programs and diagnostic services
- **Memory Clinics**—ASNR continues to support 7 Primary Care Memory Clinics in Niagara region. We were happy to support the expansion of the Port Colborne clinic into Fort Erie in January of this year. We have received 88 referrals directly from clinics in 2017/18, linking these persons living with dementia immediately to services at the point of their diagnosis.
- **Minds in Motion® Program** delivered 96 sessions to persons living with dementia and their care partners, assisting 1,074 attendees to reduce isolation and connect to community programs and services.
- A **Men's Support Group** was offered over 8 weekly sessions to provide education, support, and assistance to husbands whose wives are experiencing dementia and are being cared for at home.
- The **Exercise Tai Chi Program** served 33 participants offering exercise, friendship and support.
- **Recollections Program** produced 7 life story books for clients living with dementia.

- **Supporting Independent Living (SIL)** is a trans-disciplinary team with members representing Niagara Region Mental Health, Seniors Community Programs and ASNR. This team serves clients living at imminent risk, often with many barriers to service that may include: dementia, poverty and unstable housing situations. This four person team served 183 unique individuals across Niagara and conducted approximately 1,290 client visits. This team provides seniors with outreach services using a holistic and compassionate approach, delivered in an empowering and collaborative manner.
- **The Quality Improvement Committee** has continued to work towards the goals set out in the Quality Plan that was submitted to the LHIN. Results of a client satisfaction survey sent out in March 2018 indicate:
 - 90.7 % of clients surveyed felt very satisfied with services provided by ASNR
 - 93.3% of clients surveyed would recommend ASNR
 - 87% of caregivers report reduction in stress after receiving services
- **5 Tele-Care volunteers** made 405 telephone calls to 79 clients that are at risk of social isolation
- **29 Friendly Visiting volunteers** served 33 clients during 451 home visits
- **The Niagara Elder Abuse Prevention Network** continues to grow with cross sector partnerships and support to include: Niagara Regional Police Services, Victim Services, Niagara Region Seniors Community Programs, Niagara Regional Housing, Crime Stoppers and RBC. The Niagara Elder Abuse Prevention Network has spent the last year mapping out short and long term goals to work toward its' mandate of creating a safe community where older adults are valued and respected within Niagara. One ASNR staff member sits on this Network, and this staff member has provided 22 educational workshops/training sessions reaching 180 people, 11 client visits, and 6 consults to service providers over the last year.
- **Art Expressions** had 161 participants in 23 sessions and exhibited their art work at the Walk for Alzheimer's Art Gallery.
- **Connections First**—118 Individuals attended a NEW program that introduces people living in the Niagara area to the many programs and services available at the ASNR early on their journey to find support, and strengthen their inner resources and sense of well-being.
- **Caregiver Wellness** held 6 group sessions with 90 participants. Caregivers get the opportunity to examine their own journey and learn about resources and supports that are available.

Volunteer Program

- **Number of Volunteers: 192**
 - 93 Admin Volunteers
 - 99 Direct Service Volunteers
- **Total Volunteer Service Hours: 5,592**
 - 2,328 Admin Hours
 - 3,264 Direct Service Hours
- **Walk for Alzheimer's: 98 Volunteers**
 - Volunteer Hours that day: 433
- **Ontario Service Awards 2017:**
Richard Slater (10 yrs.), Cheryl Slater (10 yrs.),
Julia Cole (5 yrs.), Sue Watts (5 yrs.),
Susan Anderson (5 yrs.), Jessie Clutterbuck (5 yrs.)
- **City of St. Catharines Volunteer Award:**
Donna Ference
- **Niagara Falls Volunteer Award:** Carolyn Dowd
- **2017 Volunteer Satisfaction Survey:**
 - 91.89 % of volunteers strongly agree that they are planning to continue volunteering at the ASNR
 - 100% of volunteers strongly agree that they are overall satisfied with their experience at the ASNR
 - 97.29% volunteers strongly agree that the staff of the ASNR make them feel that their role is important and valued



Family Support & Intensive Case Program

The Counselling Team consisting of 8 Family Support Counsellors and 2 Intensive Case Counsellors made 7,080 visits to clients, totalling 3,956 hours. This dynamic team of staff at ASNR continues to provide education, support, referrals to community resources and counselling to persons with dementia and their care partners across Niagara Region through home visits, case conferences, support groups, and Brain Wave Cafés.

"Our Family Support Counsellor has been our life line! Her visits to our home have helped more than I can say. She arrives for her appointments with a warm smile, and has earned our trust and total confidence. She has given us guidance and advice when we have needed it, and has offered her support whenever necessary. She has kept us from feeling lost and alone. Our gratitude for her is beyond words. Thank you, Niagara Alzheimer's for sending Family Support Counsellors to those of us trying to negotiate a difficult road. They truly make a tremendous difference."

- A care partner quote from client satisfaction survey

Early Stage Programs

We facilitated 62 **Early Stage Program** sessions over the past year with 576 attendees. Individuals learned they are not alone in their experience, shared strategies for adapting to the changes of living with dementia and focused on building capacity, strength and resilience as they engaged in health promoting activities.

Our **Advisory Group** is made up of 7 persons living with dementia who meet monthly to work on ASNR projects.

Some completed projects include a meeting with Liz Palmieri, Consultant, to discuss the ASNR Strategic Plan, participation in a study with Professor Colleen Whyte, Brock University to discuss the importance of friendship for persons living with dementia and a meeting with ASNR volunteers to share their wisdom, knowledge and lived experiences of dementia to enhance volunteer training.

Education Program

- **8 Mental Health First Aid for Seniors** Certificate Courses delivered to 81 professionals
- **Finding Your Way Project** has delivered education to **2,456 people** in the community helping people living with dementia to live safely in the community
- **10 Health and Education Fairs** across the Niagara Region with 546 direct interactions
- **12 Public Forums** held, increasing dementia knowledge of **409 attendees**
- **20 Aging & Dementia Simulations (ADS)** educating **505 frontline staff and students** including new partnership with the Crisis Intervention Training (CIT) team to deliver ADS training to the Niagara Regional Police
- **55 Next Steps & Care Essentials Group sessions** held in six cities across Niagara reaching out to **636 family care partners and friends**
- **94 Dementia Education Presentations** delivered to individuals, facilities, academic institutions, and community-based organizations with **1,336 attendees**
- **8,187 participants attended an education program** offered by the Alzheimer Society of Niagara Region

Message From the Chair & CEO of the Alzheimer Society Niagara Foundation

According to a study released in April by the Rideau Hall Foundation in partnership with Imagine Canada, the long-term viability of Canada's charitable sector depends on higher donation rates among younger and new Canadians. Currently, Canadians give more than \$14 billion annually but demographic trends suggest that will decline significantly.

The Alzheimer Society Niagara Foundation recognizes that we must be more creative than ever in terms of engaging our donors, demonstrating a strong impact and communicating value. There are higher levels of accountability that a gift will be used effectively and efficiently. Every donor is unique and is motivated to give in different ways. We believe that trust happens through strong relationships, solid investment policies and the expertise to develop solutions to overcome challenges.

As we reflect back on another successful year, the Foundation raised \$469,056 exclusively through our events and donations. The Honourable Rob Nicholson, Member of Parliament spearheaded our annual Coffee Break Campaign as the Honourary Chair. Volunteers of Mr. Nicholson hosted a special Coffee Break event in celebration of the passing of Bill C-233 - An Act Respecting a National Strategy for Alzheimer's disease and Other Dementias at the Old Winery Restaurant that raised \$7,725. The total campaign raised \$67,467 largely due to the tremendous support of the Niagara Marine Industry Charitable Council with a donation of \$19,230.

We continued to expand our Walk for Alzheimer's at Brock University and thanks to the community, our title sponsor Avondale Food Stores, and the support of Brock University, we raised \$78,290 in pledges and sponsorship. The Peter Saracino Alzheimer Golf Classic, sponsored by Wormald Masse Keen Lopinski Chartered Professional Accountants and Business Advisors raised a record amount of \$51,183 and the Curl for Memories sponsored by Value Muffler and Brake Centre raised \$9,157 in net revenues.

We have benefited from several third party events that raised \$34,433 with very little use of our internal resources. Some of the top events included: The Flora Broley Memorial Ball Hockey Tournament hosted by the Brock Leaders Citizenship Society (\$5,795); OANHSS Region 2 Golf Tournament (\$3,000); Matthew Moretto Memorial Charity Run (\$2,300); Bridge Centre of Niagara's Barbecue (\$3,061); Nitsopoulos Family Golf Tournament (\$5,730); Chateau des Charmes Tour Donations (\$1,064); Masters Insurance Golf Tournament (\$2,000); Striker's Soccer Team Fundraiser (\$3,500) and Palazzo Salon & Spa fundraiser (\$1,650). We received \$59,669 from estate bequests and transfers of stocks. We continue to draw \$30,000 annually from the fund set up by The Robert Bell and Gladys May Bell Memorial Foundation for the Society's Incontinence and Transportation Programs.

In the spring of 2017, we engaged an external consultant to facilitate the development of a joint Strategic Plan for both the Alzheimer Society and the Alzheimer Foundation to guide us over the next three years. Our priorities are to increase our financial sustainability by formalizing our Planned Giving Program and actively seeking third party opportunities.

The pace and magnitude of technology is overwhelming. In order to remain viable and competitive, we understand that we need to expand our communication and marketing plan through social media to increase the organization's overall profile, promotions and on-line giving ability.

Behind every successful organization is solid leadership, expertise and dedicated individuals. Our Board, staff, volunteers and partners continue to be the driving force behind the Foundation's success and without their commitment we would not be able to fulfill our mission. We applaud and thank all of them for their devotion to our cause.

The dementia epidemic is very real. As Niagara ages, it is vital that we work together to strengthen our financial resources to meet the demand for the services of the Alzheimer Society.

Bob Miller, Chair, & Teena Kindt, CEO
Alzheimer Society Niagara Foundation

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Planned Giving Initiative

This past Fall, our initiative got underway with the establishment of a committee consisting of community leaders and professionals.

Members include:

Bob Miller, Chair - Retired Lawyer
Vic Kerschl - Retired from City of Welland
Jim Arnold - Investors Group
Bob Lawler - Credit Counselling of Regional Niagara
Stuart Butler - Butler Financial Management
Cathy Miller - Retired Teacher
Liz Fleming - Professional Writer
Rob DePetris - Tax Manager, KPMG
Robert Gosselin - Retired Marketing Manager, RBC
Staff - Teena Kindt & Terry McDougall

The need for a Planned Giving Initiative has never been so vital. Our current fundraising efforts will soon be overwhelmed by the demand for service, due to the greater incidence of dementia in our community, in the very near future. We are currently fundraising for approximately \$500,000 annually just to maintain the status quo.

An information brochure is currently being developed and will be widely distributed by the late Fall of this year. This program is aimed at encouraging philanthropic support through various donation 'vehicles.'

- *Bequests*
- *Family Endowment Funds*
- *Life Insurance Policies*
- *Gifts of Property or Assets*
- *Gifts of Securities*
- *Designated & Charitable Gift Annuities*



Walk for Alzheimer's

- Held on January 21, 2018, at Brock University
- Raised \$78,290
- Top Pledged Team: Team Bob White Niagara - \$12,026
- Top Pledged Individual: Justin Gniposky - \$2,425



Peter Saracino Alzheimer Golf Classic

- Held on June 7, 2017, at Peninsula Lakes Golf & Country Club
- Raised \$51,183



Coffee Break

- Our Honourary Campaign Chair was Rob Nicholson, Member of Parliament representing Niagara Falls
- Campaign raised \$67,467



Curl for Memories

- Held on November 4, 2017 at the Niagara Falls Curling Club
- Top Team: Royal LePage Rocks - \$750
- The event raised \$9,157



THANK YOU TO OUR SUPPORTERS April 1, 2017 - March 31, 2018

Donors \$30,000+

Estate of Stefan Golebiowski
The Robert Bell & Gladys May Bell
Memorial Foundation

Donors \$10,000+

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Donors \$5,000 +

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Bridge Centre of Niagara BBQ
Chateau des Charmes Winery Promotion
Cross Canada Data Consultants
Dress Down Days
Flora Broley Play for Memories Ball Hockey
Tournament
Masters Insurance Golf Tournament
Matthew Moretto Memorial Charity Run
Nitsopoulos Golf Tournament
OANHSS Region 2 Golf Tournament
Palazzo Salon & Spa Promotion
Stamford United Church Senior Choir
Coffee House
Strikers Soccer Team Dance
WMKL Dress Down Days